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### Anti-Avelo Billboards Are Coming Back

by THOMAS BREEN | May 28, 2025 4:24 pm  
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Posted to: Morris Cove, Politics, Transportation



New billboards, coming soon to highway near Tweed.



The former billboard that Avelo criticized as copyright infringement.

Avelo-boycott billboards will soon go back up on the highway near Tweed New Haven Airport—as a New Hampshire state lawmaker has redesigned his protest message in response to the budget airline's claims of copyright infringement.

All the while, that same state lawmaker is waging a legal battle in federal court in Nevada over his right to criticize the company's deportation flights for the Trump administration.

Seth Miller—a state representative from Dover, New Hampshire, and an independent aviation journalist—detailed those plans Wednesday during an online press conference hosted by The Coalition to Stop Avelo.

Roughly three dozen protest organizers and reporters from across the country tuned in to the Zoom call to hear about the group's ongoing efforts to convince flyers not to use Avelo in protest of their decision to help the Trump administration remove migrants. Avelo flies 30 passenger-travel direct routes from Tweed New Haven Airport; it began its deportation flights on May 12 out of an airport in Mesa, Arizona.

"Avelo is a financially struggling company, poorly managed, poorly financed, and has by their own admission taken the ICE [Immigration and Customs Enforcement] contract in order to maintain their bottom line and profit," said Oregon-based protester Matthew Boulay. "It's shameful."

Boulay described the group's battle against Avelo as a proxy battle against the worst excesses and abuses of the Trump administration. "The group is working to have 'Avelo end its ICE contract or put Avelo out of business. That is our mission.'"

He also praised the New Haven Immigrants Coalition for their online boycott campaign against Avelo that helped get the word out across the nation about the company's decision to charter deportation flights. "Shout out and thank you to New Haven," he said.

Avelo CEO Andrew Levy has defended the deportation contract as a way to bolster the company's financial health at a time of increased competition to its New Haven passenger-travel business.

"The safety and well-being of our Crewmembers (employees), Customers and all individuals involved is our highest priority," Avelo spokesperson Courtney Goff told the Independent for this story. "While we recognize the right of individuals to peacefully assemble, Avelo's main priority will continue to be maintaining the safety and timeliness of our operation."

In addition to Boulay, speakers at Wednesday's presser included Sandra Hernandez-Lomeli of the Oregon-based group Latinos Unidos Siempre, Bienvenidos, Alexander Flood from the office of New York State Sen. Patricia Fahy, and Miller.

During his time at the virtual mic, Miller spoke about his effort to protest Avelo by placing protest messages on billboards near Tweed airport. The resulting legal tussle earned him a cease and desist order from Avelo over alleged copyright infringement, and a subsequent writeup in the New York Times.

Miller, a first-term state legislator in New Hampshire, said that this Avelo-boycott protest is "personal," given his lifelong love of aviation. "Aviation is the thing that connects. It is not a thing that tears apart."

Given that "80 percent" of Avelo's business is based out of Tweed, Miller decided New Haven is where the company is "most vulnerable."

And so, on April 25, he entered into a contract with a company called Lamar Advertising Corporation to lease three billboards, one from May 5 to May 25, one from May 5 to June 1, and one from June 2 to June 15, all on I-95 near Tweed airport.

The first two billboards went up on May 5.

"Does your vacation support their deportation?" the billboards read. "Just say avelo!" Below that message read, "Paid for by AvGeek Action Alliance—avelo.com". The yellow and purple colors of the billboard as well as the font used for the "avelo.com" message mimic that of Avelo's official company logo. The billboard also includes a picture of the tail fin of an Avelo plane.

As Miller said on Wednesday—and as documented in a federal lawsuit he filed against Avelo in Nevada on May 16—the budget airline's lawyer sent him a cease-and-desist order on May 8, telling him to take down the billboards.

"Given your clear familiarity with Avelo and its trademarks, the blatant use of our client's trademarks and trade dress with 'The avelo!' campaign," and associated websites, billboards, and marketing material, constitutes deliberate and willful trademark infringement and unfair competition," attorney Drew Smith wrote to Miller.

Miller noted that Avelo's lawyer sent a similar letter to Lamar, the billboard company Miller had a lease with. The billboards then came down. "On May 16, Miller spoke with a Lamar representative. She told Miller that because of Avelo's letter, Lamar had taken down Miller's billboards," he wrote in his lawsuit.

And so Miller and his company Proton Associates, LLC filed a lawsuit against Avelo in Nevada federal court, seeking "a declaratory judgment that his campaign does not infringe Avelo's trademarks, trade dress, or copyright." Miller said that his billboards did not commit any such copyright infringement in part because "it clearly mocks Avelo's trademark, and it is therefore paradigmatic protected speech."

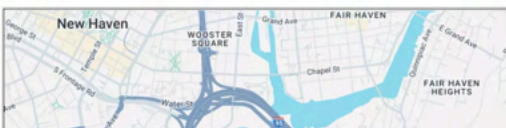
"Avelo is free to disagree with Miller, to criticize him, and to advocate its position to the public," Miller's lawsuit reads. "It is free to call Miller a nazi, a fool, or worse. But it is not free to use baseless threats of litigation to suppress Miller's criticism. This Court should declare that Miller does not violate Avelo's copyright, trademark, and trade dress, and allow the public to continue seeing Miller's free speech."

At Wednesday's press conference, Miller added that, while this legal battle plays out in Nevada, "the billboards are going back up" in New Haven.

He told the Independent that he approved the new art on Tuesday, and he expects the new billboards to be "back up within a few days."

The new billboard designs, pictured at the top of this story, are in blue, white, and black, and bear the messages: "Does your vacation support their deportation? Just Say no to Avelo" and "You'll get ice with your soda. They'll fly shackled by ICE. Just Say no to Avelo." Both also state that they are paid for by AvGeek Action Alliance.

"Thanks for staying strong [and] not getting scared," Boulay said to Miller at Wednesday's presser. "It's a great story that's not over yet."



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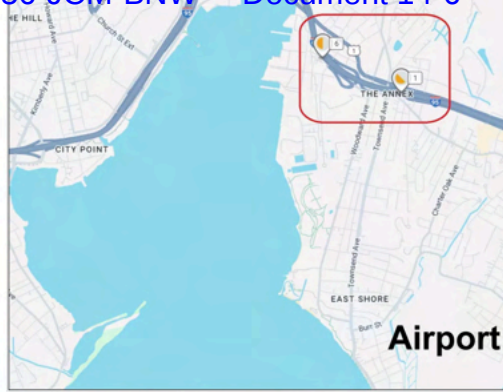
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The location of the former, and future, anti-Avelo billboard ads, on a map provided by Miller.

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### Comments



**BeaverHillTrill** · May 28, 2025 4:27 pm  
Silly times.



**It's Just Me** · May 28, 2025 4:59 pm  
Raw meat for their base. Gotta feed the believers.



**One City Dump** · May 28, 2025 5:51 pm  
Let's get this straight - Seth Miller has zero first amendment right to violate Avelo's trademark name, logo and likeness. Lamar Outdoor, who I have done business with for years, is exactly correct in its legal interpretation but also in its desire to avoid litigation by providing the platform for that infringement. Secondly, what's with gadflies in Oregon and New Hampshire doing messing with providers in our community? And why in hell should we be listening to them? Perhaps Miller could use his influence to lower the taxes in CT - New Hampshire has no state income tax. My advice to the carpetbaggers - you stay in your state, we'll stay in ours. And to the NHI - quit promoting a boycott. It's not a good look.



**Toadster** · May 28, 2025 5:59 pm  
Incredible. Just think of the good these people could do if they focused this much energy and resources on solving problems in their hometowns and neighborhoods.



**FromtheEastside** · May 28, 2025 7:34 pm  
I wonder how long until the holders of the lease will get tired of The New Haven/East Haven typical road to failure until they start looking into getting out of the lease, allowing them to look for a more friendly business environment. The only immigration problem New Hampshire has is with too many Bostonians looking to save on taxes, don't think any of Joe Biden's midnight Democrat Air flights where landing at Portsmouth International.



**AverageTaxpayer** · May 28, 2025 10:18 pm  
This is awesome.

I'm not going to buy a Tesla after Musk's Nazi salute, and I'm going to do my best not to fly Avelo to the extent they are engaged with Trump's cruel and unconstitutional deportations of immigrants without due process.

The problem is Trump and his attacks on the rule of law. As someone who loves America, MAGA's assault on democratic norms is not something I can ignore.

Fight the Fascists. It's the Constitution, stupid!



**CityYankee2** · May 29, 2025 5:26 am  
Ridiculous posturing by leftist posers who would never allow illegal refugees into their homes or neighborhoods. Viva the hypocrisy of guilty liberals!



**It's Just Me** · May 29, 2025 7:41 am  
It's apparent the NHI is left-bias. They often publish factual information that utilizes loaded words (wording that attempts to influence an audience by appealing to emotion or stereotypes) to favor liberal causes. Of course it's their right to publish whatever they want which they do but if they wanted to increase their readership they might want to shift just a little bit more to the center.



**Jasper Gray** · May 29, 2025 10:12 am  
I for one welcome the return of the billboards. We should not be supporting an airline that is helping the dictator-in-chief to illegally deport people. It is cruel and it is a crime, and I will not fly with Avelo until they end their complicity.



**Elm City Angel** · May 29, 2025 10:54 am  
If someone wants to put up the billboard and pay for it, let them  
I hate those billboards praising Jesus and the anti abortion choice bill oards, but I'm not out looking to burn them down, I just ignore them.  
Like when I see a copy of the NY post on a table counter in a diner, just keep going and do my thing.  
And by the way, breeze is a much better airline and has better and quieter equipment.



**Callisto** · May 29, 2025 11:35 am  
I'm glad I don't empower airlines who profit from unconstitutional attacks spearheaded by demonstrable Kremlin-owned traitors.



**Sciortino** · May 29, 2025 11:50 am  
CY2: "Illegal Refugees"? for as much time as you spend on this page, you have ample opportunity to learn the difference between an undocumented immigrant and a refugee, the latter of which cannot be illegal because in order to become a refugee you need approval from the state department after intense vetting well before you can arrive here. You'd almost be forgiven for not knowing the difference because this administration is breaking countless laws and trampling on the constitution to criminalize legal migration too. And they're doing so in an aging country with declining birthrates and critical labor shortages. All while opening the side door for White South Africans during an era where millions across the globe are actually suffering from war, drought, floods, famine and ethnic cleansing yet are getting the door slammed on them by a country that likely played a role in the suffering they are escaping. This includes many Afghans who face dire consequences for helping translate for US troops. This is the epitome of a pathetic xenophobic right wing talking point. You don't like something? Just call it illegal! Weaponize the power and brutality of the state to win your argument! In lieu of an informed and nuanced conversation, you just slap the illegal word in front of it and all of a sudden you're in the right. Don't like refugees? Just say they're illegal! Don't like an op-ed a student here on a visa signed? Revoke her visa and send her to a freezing cell in a detention center in Louisiana before a judge can stop you! Don't like someone's tattoos or accent? Send them to a prison in El Salvador! No due process needed. And now this will all be facilitated by Avelo as they enjoy generous tax breaks that you and I will shoulder. 100 years ago someone with your outlook would be gleefully cheering on the Palmer Raids, the execution of Sacco & Vanzetti and the internment of Italian Americans yet you probably think that was somehow different.



**Heather C.** · May 29, 2025 12:30 pm  
So I hate billboard in general, they're a distraction and blight to the scenery as you drive past.  
But I do not need a billboard to tell me what is morally incorrect and Constitutionally illegal.  
My family and friends and myself who were thrilled with Avelo increasing affordable and convenient airline service at Tweed, will not fly Avelo as long as they are participating with deportations without proper due process by our



The court said:

Let's see how people like me can prove to Avelo that their decision to participate in an illegal action impacts their bottom line far more than they anticipated. And let the courts rule that everyone who participates in deportations and detentions without due process is criminally liable for violating Constitutionally protected rights.

**humes1** · May 29, 2025 1:02 pm  
Have fun driving to Bradley, I'm not.

**LookOut** · May 29, 2025 1:51 pm  
Flying Avelo is sounding better every day. I'll continue to join the 80% of Americans who support removing illegals from the country. As an added bonus, we are unlikely to have to listen to any liberal nonsense in the terminal or on the plane.

**davidweinreb@gmail.com** · May 30, 2025 4:54 am  
Let us engage in all forms of protest and public education to resist frustrate and decry what Avelo is choosing to do.

||: Action at Tweed Airport on Saturday 5/31/25 from 6:00 am to 1:00 pm ||:  
\*\*Join us for a vigil along the gates of Tweed to mourn and stay in solidarity with those who have been/will be removed without due process.  
\*\*We will invite folks to wear all black/funeral garb, bring flowers, images of those who have been removed, candles, and other organic offerings. We want the vigil site to be as long as it can possibly be along the entrance gates to Tweed.  
\*\* We will have speakers every hour during the day. We encourage you to come and share a poem, thoughts, data, etc.

**LookOut** · May 30, 2025 1:55 pm  
Ran out of INN on Avelo this morning. Building full - 7 flights to FLA and SC. Our flight was 100% full -- not an empty seat to be found. Go Avelo!

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